CLAIMS:

WHAT IS CLAIMED IS:

1. A device for time shifting a first cohesive signal set relative to a second cohesive signal set comprising:

a receiver for receiving a first cohesive signal set comprising a cache marker at a first time and a second cohesive signal set comprising a recall marker at a second time;

a computer readable storage medium;

a central processing unit CPU coupled to the receiver and to the storage medium, said CPU for storing the first cohesive signal set in the storage medium based on the presence of the cache marker, for accessing the first cohesive signal set based on the presence of the recall marker, and for providing an output of the first cohesive signal set in a timed relation to the second cohesive signal set that differs from a timed relation in which said signal sets were received, said timed relation determined by the recall marker.

2. The device of claim 1 wherein said output comprises one of the first and second cohesive signal set consecutive with the other of the first and second signal set.

3. The device of claim 1 wherein the first cohesive signal set comprises one of an audio and a video portion of a commercial advertisement.

4. The device of claim 3 wherein said first cohesive signal set comprises a video component of a commercial advertisement and said second cohesive signal set comprises an audio component of said commercial advertisement and at least a portion of a television show, and wherein said sequenced relation results from synchronizing said video component with said audio component.

5. The device of claim 1 wherein the receiver is further for receiving a third cohesive signal set comprising the recall marker at a third time, and wherein said output comprises one instance of the second and third cohesive signal sets and at least two instances of the first cohesive signal set.

6. The device of claim 1 wherein the first cohesive signal set is received over a first channel and the second cohesive signal set is received over a second channel.

7. The device of claim 1 wherein said CPU outputs the second cohesive signal set as it is received by the receiver.

8. The device of claim 1 wherein, based on a user input, said CPU stores said second cohesive signal set in a computer readable memory and provides said output at a time subsequent to each of said first time and said second time.

9. The device of claim 8 wherein said first and second cohesive signal sets are stored on a common computer readable storage medium.

10. The device of claim 1 wherein said recall marker uniquely identifies the cache marker over other signal sets in said storage medium.

11. The device of claim 1 wherein each of said cache marker and said recall marker each further comprise a sponsor identifier, said recall marker does not uniquely identify said cache marker apart from the sponsor identifier, and said CPU accesses the first cohesive signal set based on the presence of the sponsor identifier in the recall marker.

12. The device of claim 1 wherein said cache marker further comprises a priority code that directs said CPU to store said first signal set and delete another signal set bearing a similar cache marker comprising a lower priority code.

13. A method for time-shifting at least one of a plurality of received signal sets, comprising:

receiving a first cohesive signal set comprising a cache marker at a first time;

based on the presence of the cache marker, automatically storing said first cohesive signal set in a computer readable storage medium;

receiving a second cohesive signal set comprising a recall marker at a second time; and

in response to a user request for the second cohesive signal set, using the recall marker to identify the cache marker of the first signal set and outputting the requested second signal set and the first cohesive signal set in a timed relation relative to one another that differs from a timed relation in which they were received, wherein the output timed relation is determined by the recall marker.

14. The method of claim 13 wherein said received timed relation is at least two orders of magnitude greater than said output timed relation.

15. The method of claim 13 wherein said first signal set and said second signal set are received over different channels.

16. The method of claim 13 wherein outputting said portion comprises outputting said portion as received without storing said portion.

17. The method of claim 13 wherein each of said cache marker and recall marker further comprises a sponsor identifier, and using the recall marker to identify the first signal set comprising the cache marker includes matching said sponsor identifier.

18. The method of claim 13 wherein said cache marker further comprises a priority code that directs said CPU to store said first signal set and delete another signal set bearing a similar cache marker comprising a lower priority code.

19. In a device comprising a receiver for receiving a plurality of signal sets, a central processing unit CPU, and a computer readable storage means, the improvement comprising:

means for storing at least a first signal set bearing a cache marker, and in response to a user request for a second signal set, means for outputting the first and second signal set in a timed relation that is unrelated to a timed relation in which they were received at the receiver and that is determined by the second signal set.

20. A computer program embodied on a computer readable medium comprising computer readable instructions for:

recognizing a cache marker within a first signal set received at a first time, and storing the first signal set;

recognizing a recall marker within a second signal set received at a second time, and accessing the first signal set based on at least a partial correlation between the recall marker and the cache marker;

outputting the first signal set in a timed relation relative to the second signal set that is independent of a timed relation in which the signal sets were received.

21. A method of sequencing at least two disparate signal sets comprising:

transmitting a first signal set at a first time, said first signal set including an electronic cache marker and an electronic instruction to the local storage cache to retain said first signal set in a local cache;

transmitting a second signal set at a second time, said second signal set including an electronic recall marker that uniquely identifies the cache marker of the first signal set and that directs a receiver to sequence said first signal set with said second signal set when said second signal set is output from the receiver.

22. The method of claim 21 wherein transmitting is over a wireless link.

23. The method of claim 22 wherein said transmitting is over a cable link.